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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

CURRENT SERIAL RECORDS
OCT 26 1943
U.S. DEPARTMENT OF AGRICULTURE

August 14, 1943 No. 19

Hurry the Hogs

The War Meat Board urges early marketing of hogs. Food Info Series piece by FDA will come shortly. Main purposes of the drive are to:

(1) Get hogs to market early - prevent later glut
(2) Finish under 230 lbs. to conserve short feed stocks.

If marketings are not distributed it may be necessary for producers to hold hogs until they can find ready outlet--this will mean a feed waste. Prices are at or near the announced ceiling of $14.75 per cwt., Chicago basis, which is to be put into effect soon, so there is no incentive to hold the hogs in anticipation of higher prices.

So you think you know how to eat!--A leaflet called "National Wartime Nutrition Guide" (NFC-4) will be distributed in volume to FDA regional centers next week--mostly earmarked for nutrition committees. Goes into full listings under each of the Basic 7 groups, suggests possible substitutions inside and between groups for satisfactory eating under wartime circumstances. FSA and Extension getting enough to reach county level.

Added Areas to Get Flood Loans. To get more flood damaged farms back into production, seventeen additional counties in three states, Nebraska and North and South Dakota, have been designated by Secretary Wickard as eligible for flood aid. A total of 320 counties in 15 states are able to borrow from the special $15,000,000 flood-aid fund established by Congress. USDA 313-44.

Economic Stabilization - Or Will Your Dollars Be Dimes?

An OWI handbook "Information Program On Economic Stabilization" went down Extension lines to counties this week with notification copies to other bureaus. Don't skip this one because it looks heavy -- there's the gold of good sense in those pages, and many a background idea.

CORN MOVES TO MARKET--Sometime ago when war supply plants were scared about corn shortage, WFA Administrator Jones asked AAA Corn Belt Committeemen to dig in. So they took time out to spread the word. Response was instant, with 35,000,000 bushels now, more later, going into the hands of WFA for plants - right at a time when a tight feed situation was coming. That's patriotism.

RADIO REPORT

Farm and Home

Monday, August 16, "Meat and Poultry Products in Freezer Lockers" and "Cover Crops for the Victory Garden."

Tuesday, August 17, "We're Still Wasting Food" and "The Laying House and Egg Production."

Wednesday, August 18, J. B. Hutson will present a review of the livestock situation.

Thursday, August 19, "Here is Food; Soybeans--"by Roy Hendrickson Uncle Sam's Forest Rangers.

Friday, August 20, Number 7, in The Future For Which We Fight Series -- Doctor Eugene Auchter, "Science The Key to Plenty."

"WATCH YOUR STEP"--is the title of the Consumer Time presentation Saturday, August 21, from 12:15 to 12:30 E.W.T. over NBC. This offering is to educate homemakers on the ways and means of preventing costly and disabling accidents in the home. The guest expert will be John H. Wetzel, Safety Engineer of the Soil Conservation Service. He will stress seasonal safety problems and point out the necessity of preparedness to render first aid when home accidents occur.

Outdoors Ads for Farm Help.--In the interest of the farm labor recruitment program 50,000 outdoor advertising billboards throughout the country will carry 20"x28" posters in the lower corner of display.

> "HELP HARVEST WAR CROPS
>
> Join the U.S. Crop Corps"

Extension Service is paying the cost of printing these posters, and distribution will be handled through regular commercial distribution channels. The suggestion was made and arrangements were handled by OWI. This will be one of several war messages used on outdoor billboards during the month of September.

LIVESTOCK SLAUGHTER LICENSE. Under new orders (Food Distribution Order 75) which transfers the jurisdiction over most commercial slaughterers direct to FDA, they will be divided in three classes:

1. Under Federal Inspection
2. Those not under Federal Inspection
3. Farm slaughterers.

Classes 2 and 3 may obtain federal inspection on a limited or complete basis to enable them to sell products to Federal procurement agencies. The new regulations will allow for an increase in operations by the slaughterers who acquire Federal inspection since they have heretofore been limited to civilian quotas based on 1941 business. The licenses for local and commercial operators can be obtained by applying at the 7 regional offices of FDA. Farm slaughterers will still operate under the permit system. The purpose of the new system is to increase military supplies and speed up operations of the meat program. See USDA 306-44.

IT LOOKS LIKE:.....

We will have an increase in crop production over the July estimates according to the August crop production estimates of BAE, released August 10.

The aggregate crop production will be about 6 percent lower than last year but 5 percent higher than in any previous year. Animal products will bring total food production up above last year's all-time record.

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CORN--2,875,000,000 bushels which is 168,000,000 bushels above expectations a month ago and indicates the second largest crop in 10 years will be harvested. The danger that corn will fail to mature before frost has been materially relieved. The menace from drought is still to be considered but most parts of the Corn Belt have adequate moisture for the present.

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FEED GRAINS--more than 111 million tons, a total which has been exceeded only twice, although 10 percent below last year.

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WHEAT--an increase of 6 percent over last month's report and indicated that a fairly large wheat crop is being produced on an unusually small acreage.

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TRUCK CROPS--a total tonnage for processing in 1943 not greatly different from the crop of '42.

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MILK--close to the production for the comparable period last year.

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EGGS--during July at peak levels in all parts of the country except in the West where it was the largest since 1931.

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PEANUTS--22 percent above the acreage last year and is the highest on record.

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DRY BEANS--almost 23 million bags--a record crop on a record acreage but not a record yield.

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Commenting on the report, War Food Administrator, Marvin Jones said, "The crop report made it clear that farmers in the face of many difficulties met, in some cases exceeded the crop acreage goals...During July, growing conditions were favorable and current indications are that yields per acre in 1943 will be the second largest on record. The progress of the year's production so far is gratifying. The hard work and determination of the farmers have placed us in a position to meet essential food needs, given average weather from now on."

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Wheat Goals Out.--WFA announces the state wheat goals (Ag. release 328-44) and while farmers are urged to meet their goals they are cautioned to:

Plan their acreage in order to reserve land for such other needed crops as flax, dry beans, peas, potatoes, canning crops, soybeans and feed crops.

To preserve good conservation practices in order to keep the farm plant and good land at high production levels for the duration.

Demands for wheat are expected to be increasingly heavy to feed liberated peoples as the allied successes continue. We are asking for the largest planting of wheat in the history of this country. In broad terms WFA is asking every farmer to plant as much wheat as he can after reserving land for other urgently needed crops.

REPORT ON RALLIES.....H.F.P.C.....Episode Two

Last week we reported on rally held at Columbus, Ga. to spark the Home Front Pledge Campaign. This week's story comes from war-bustling Gary, Indiana. An intensive two week campaign spearheaded by a committee appointed by their Mayor and including a representative from every group--consumers, merchants, civic clubs, nationality groups and others-is under way. Signed pledge cards will be sought from every resident and will be displayed in home windows. The task of seeking the pledges and distributing the pledge cards has been assigned to the city's Air Raid Wardens, organized in every block from personnel of various locals of the United Steel Workers Union, CIO.

DID YOU DO IT?

The Calendar (No. 17) urges that Department field agencies take the initiative in contacting OPA district offices to join in the H.F.P.C. drive. Let's hurry the process and help the cause.

RESULTS

Bureau of Labor Statistics reveal that food costs have dropped 2 percent from June 15 to July 15...that they fell almost 1 percent from May to June. Reason:

1. Dollars and Cents Ceilings
2. Lower meat costs with lower ceiling
3. Home Front Pledge Campaign
4. Seasonal declines

This is the first time this has happened since the war began! Push the Home Front Pledge Campaign--to push back the costs of living.

If Winter Comes -- A pantry full of home canned foods sounds better to more people now than ever before. With Victory Gardens weakening in the heat of summer, excellent advice to pass along is this:

"Housewives, keep your eyes open for special bushel bargains of vegetables and fruit. You won't find give-aways, but in many sections good buys will be available. And remember - you're serving your country when you add to its storehouse of food."

Off The Press

"Canning Tomatoes", (AWI-61) a super-illustrated leaflet (your Uncle Joe who signs "X" can grasp the procedure in a glance), will be leaving the printer about the 20th. FDA regions will get the bulk; in 8 states Extension will handle some, FSA will distribute some.

Home Canning Charts (20 to the set) are ready. FDA, Extension and FSA are getting notification copies for the county level, rest will be on sale from the Superintendent of Documents, GOP, for 50¢ a set.

U. S. Crop Corps in the heat of battle: The next two or three weeks will tell the tale on the harvest front --whether or not the Crop Corps will whip the insidious enemy Crop Waste on the hot prairies of Indiana, in the tobacco fields of South Carolina, on the truck farms of California. If you have any last recruitment guns to fire -- fire 'em.

The Crop Corps poster "Help Harvest" will be in State Extension offices about now -- a bit late, but still useful. The "Join the Women's Land Army" poster should be there, too, "Those Overalls Are Your Uniform, Bud" is the title of a stimulating morale poster recently sent down the WB's -- make sure each copy is put to work.